

**King County
METRO****Metro Transit Division**

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We are pleased to provide you with this manual of graphic guidelines for King County Metro Transit. Metro is one of only three agencies within King County that has been granted approval to use a distinct logo to identify its products and services. This manual helps ensure we do our brand work correctly, and in a manner that complements both Metro Transit and King County. Some applications are unique to Metro Transit only, so please follow these guidelines carefully.

A strong and consistent brand presence is absolutely essential in order to help convey to our customers the quality, value and service that King County Metro Transit provides. With a consistent application, the information within this manual has the potential to maximize the Metro brand name and will support the Metro positioning with clear and consistent visual identity.

This manual is an essential working tool for those of you involved with designing and implementing the Metro brand identity in marketing and communications materials. It defines the graphic design policy and provides established guidelines and principles for correct application.

I ask that you carefully examine this manual and use it to intelligently guide the ongoing use of identification graphics by your staff or by outside professional services and suppliers.

A unified and consistent identity system can ensure a strong and enduring Metro identity as well as convey to the customer our commitment to quality. We consider the King County Metro Transit brand and graphic standards manual a keystone to maintaining and further strengthening the public image of the superior transportation services we provide.

Thank you.

Kevin Desmond
General Manager

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Other Guides, Guidelines and Reference Materials

The Metro Signing Standards Manual Guide

<http://dot.metrokc.gov/sales/ipg/ipindex.htm>

The King County Style Guide

<http://www.metrokc.gov/exec/styleguide/>

King County Graphic Standards and Guidelines

<http://kcweb.metrokc.gov/des/graphics/>

King County Web Standards and Guidelines

<http://kcweb.metrokc.gov/des/web/default.asp>